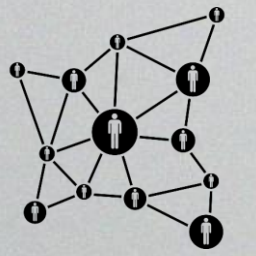
# Diploma in Blogging & Content Marketing – Part I



## Lesson 1

## An Introduction to Blogging

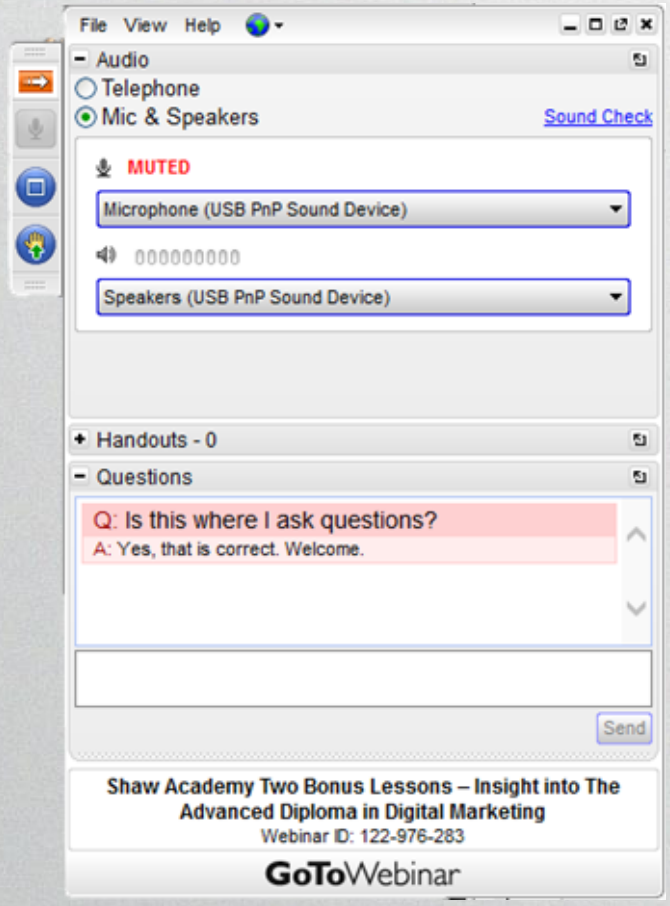
Presented by:

David Howard

Course Educator

davidhoward@shawacademy.com

# Webinar Interaction




- **Chat box – Type responses to the Educator**
- **We will have a Q&A at the end of the lesson where you can ask questions**

# Lesson 1

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- About us
- Course Agenda

- Evolution of Blogging
- Influencers & the Influence of Blogging
- Technical Factors of Creating A Blog Post
- Summary

- Blog Review
- Q & A

# About Us

SHAW ACADEMY
PRACTICAL PROFESSIONAL ONLINE EDUCATION

- 4+ Years / 2012
- **Largest LIVE Educator on the Planet**
- 400,000+ students per month
- Over the World
- 350+ full time employees
- 10+ languages

# Course Agenda

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**Week 1:** Lesson 1 : Introduction to Blogging

Lesson 2 : Content Planning & Content Curation

**Week 2:** Lesson 3 : The Importance of SEO

Lesson 4 : Should You Start A Vlog

**Week 3:** Lesson 5 : Content Marketing 101

Lesson 6 : Monetising Your Blog *

**Week 4:** Lesson 7: Creating a Compelling Personality For Your Content *

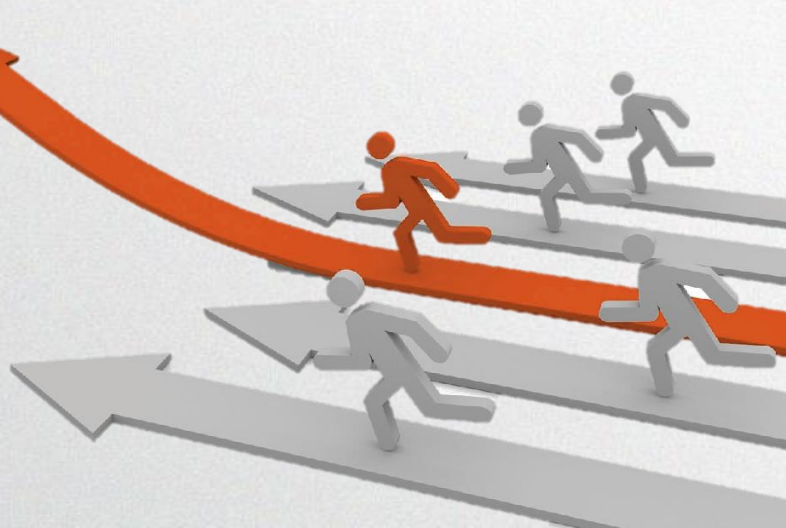
Lesson 8: Managing a Community of Online Followers *

# Competition Time

- **Live = Best**
- Libraries = Don’t Teach
- We reward our most diligent students
- Shaw Academy **Lifetime Membership** Prize

  - draw during **lesson 6**

- Attend **66%+** of the lessons **live**



# Social Media

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https://www.facebook.com/shawacademy

https://twitter.com/shawacademy

# Final Assignment

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- Multiple Choice Questions
- Practice Assignments Each Week
- Diploma - €19

# Let’s Begin

# Evolution of Blogging

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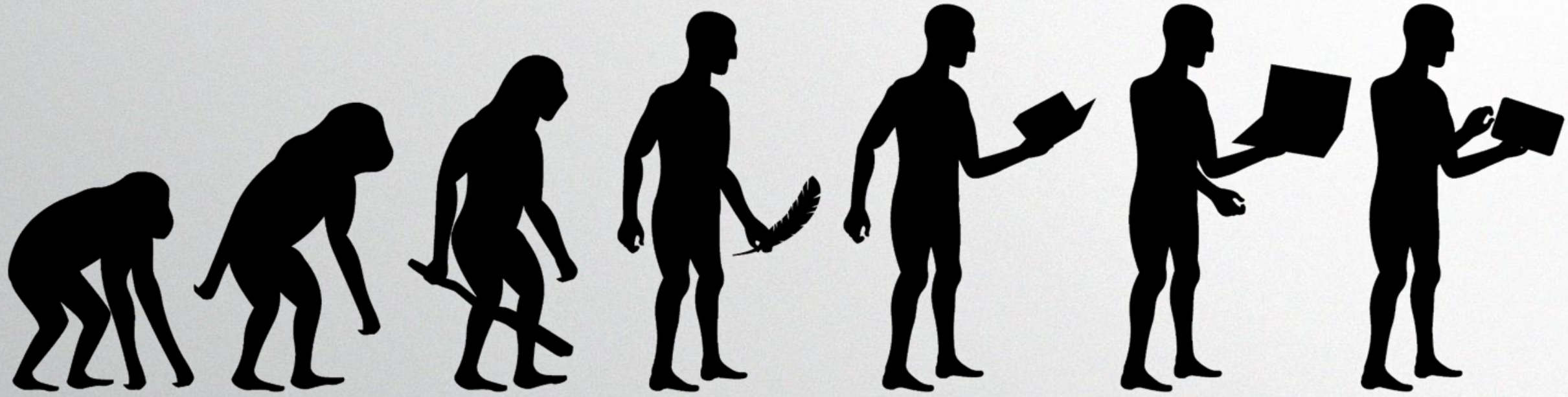

## The Evolution of Blogging

# Evolution of Blogging

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## Why do you want to start blogging?

**A**

You have a hobby you want to start a blog about

**B**

You are managing a company blog

**C**

To improve your content marketing

**D**

To learn about blogging platforms & some technical aspects

# Evolution of Blogging

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## What is a blog?

**A weblog is a hierarchy of text, images, media objects and data, arranged chronologically, that can be viewed in an HTML browser.'**

*Harvard Law*

# Evolution of Blogging

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WEBLOG

1997 | 2003 | 2005 | 2007 | 2017

Google AdSense

Aol.

tumblr.

YouTube

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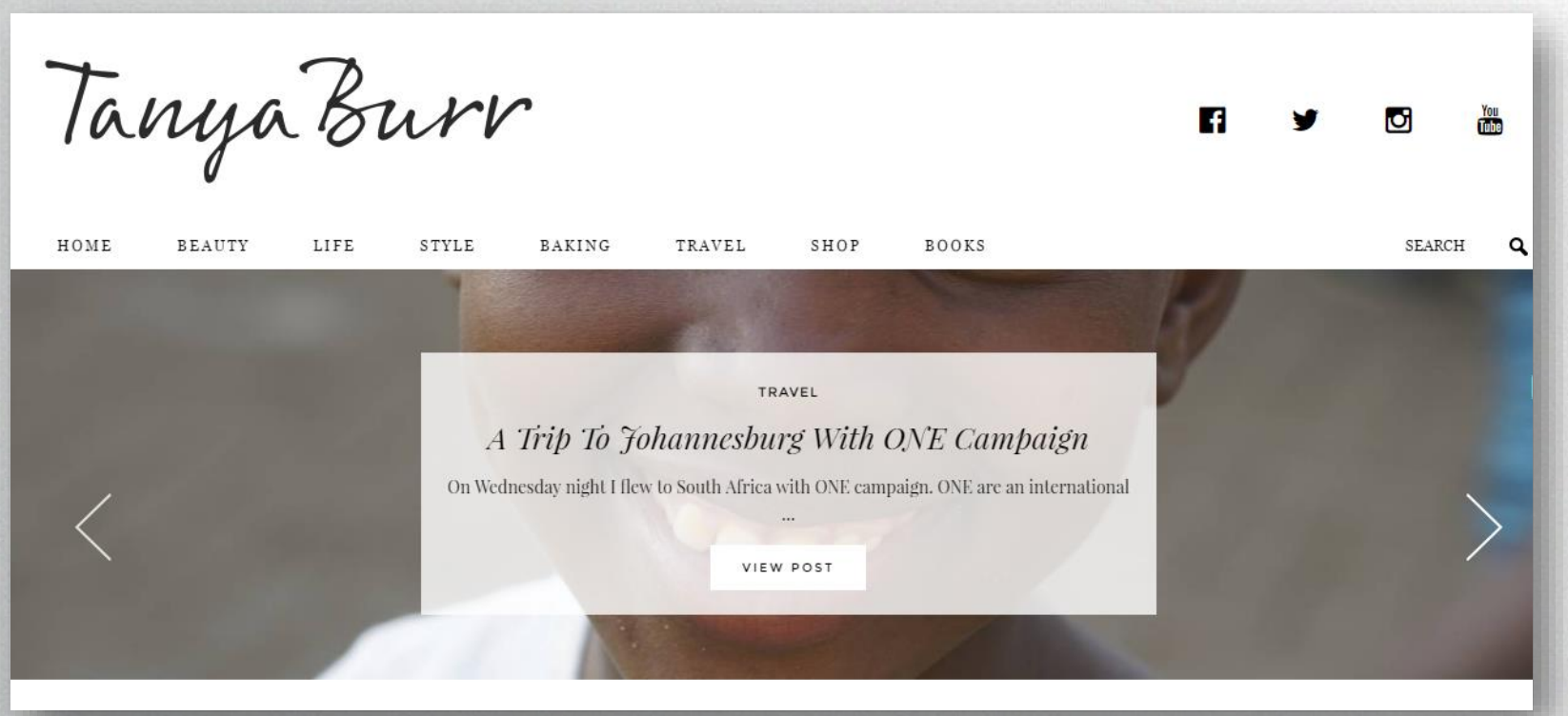
# Influence & The Influence of Blogging

# Influencers & The Influence of Blogging



**2.2m Followers**

**3.6m Subscribers**

**3.0m Followers**

# Influencers & The Influence of Blogging

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Darren Rowse
@problogger
Speaker, Author, Blogger, Podcaster & Founder of @ProBlogger, @ProbloggerEvent & @DigitalPS. Husband to @Stylensh. Blogger/Ambassador for @WorldVisionAus
Melbourne, Australia
problogger.net/about-darren/
Joined March 2007

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Start Here
Blog
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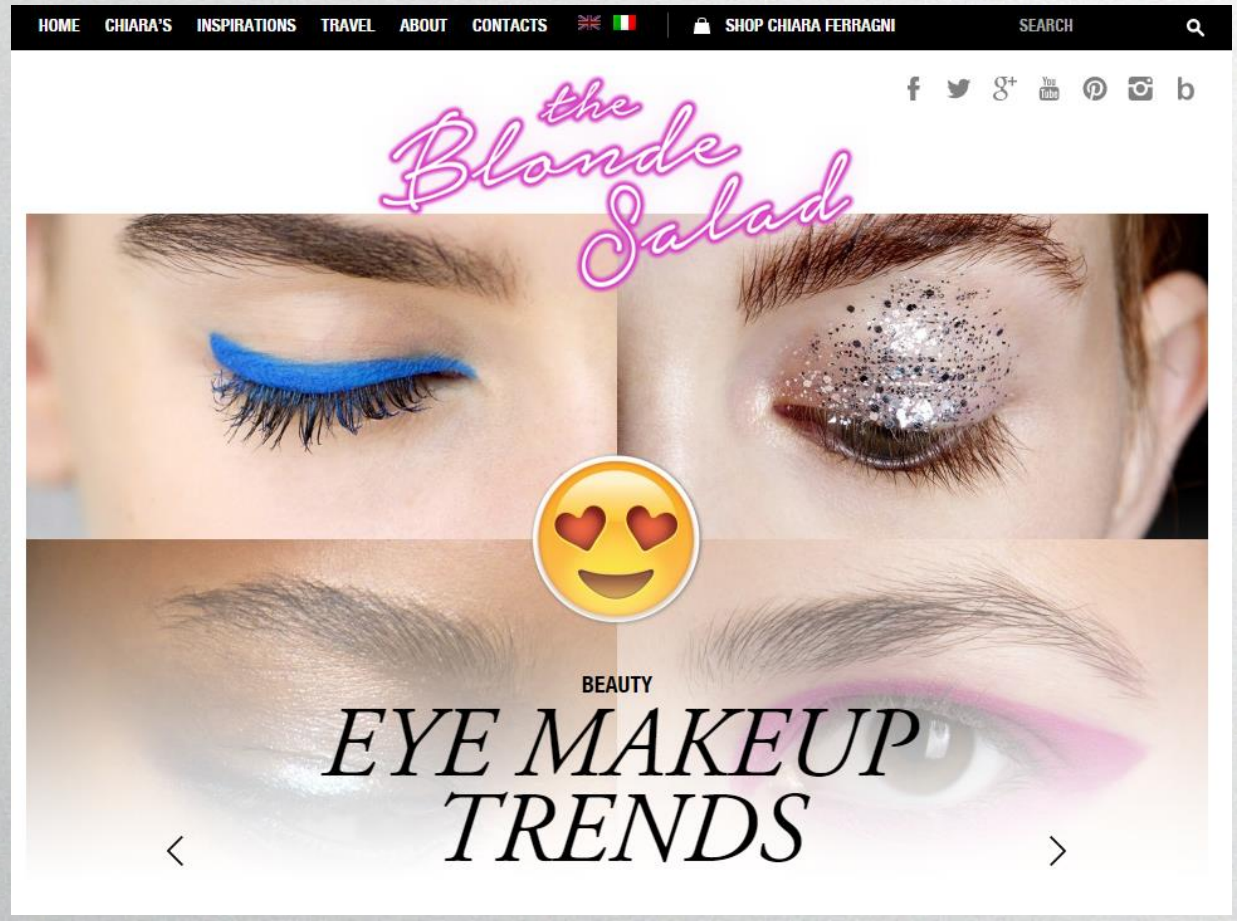
eBooks
Resources
Jobs
Events
Speaking
Reading Roundup
WHAT'S NEW IN BLOGGING THIS WEEK
problogger.net
30th of April 2016 | Stacey Roberts | 2
Reading Roundup: What's New in Blogging Lately?
It's a rainy and cool weekend here in Melbourne, and I'm looking forward to reading something inspirational with several (ok many several) cups of tea. These have been an excellent start! How Facebook Decides Who Sees Your Updates | Edgar Oh. Wow. This was interesting and confusing and a complete ...more
General
5 STEPS TO START A BLOG
Professional advice from PROBLOGGER
BLOGGING RESOURCES & TOOLS
Recommended by PROBLOGGER
BLOGGERS BLOCK?
GET 6 MONTHS OF FREE BLOG POST IDEAS!
DOWNLOAD NOW

# Influencers & The Influence of Blogging



MANGO

Dior

# Influencers & The Influence of Blogging

## One Man & His Blog

A trade journal of a still-emerging field, written by Adam Tinworth.

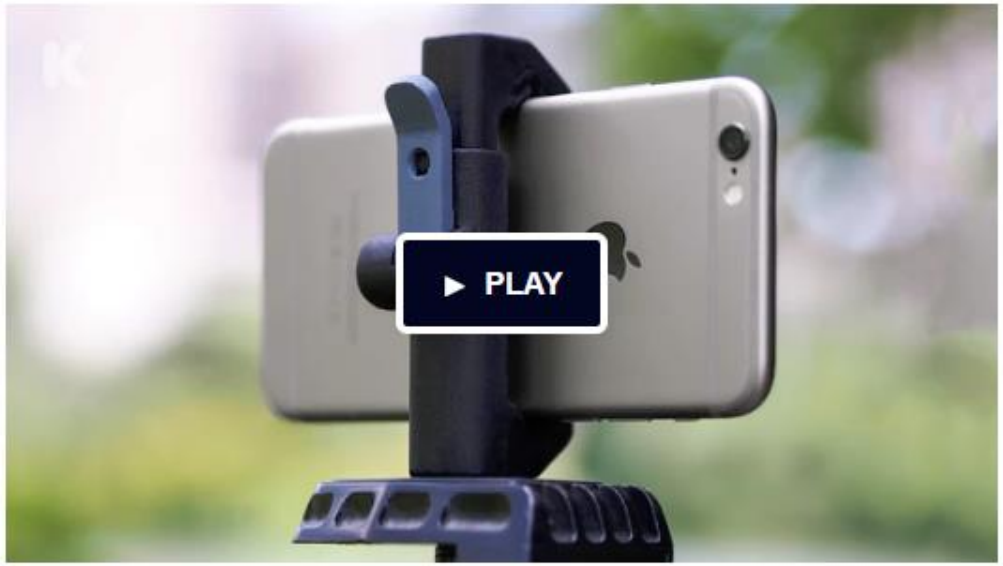
### About this site

One Man and His Blog is a blog (or "weblog", as we called them back in the day) about the intersection of digital technology, journalism and publishing strategy. It's been written for over a decade by Adam Tinworth, a business journalist and publishing strategist, who really, really likes thinking aloud on here.

### More About Adam

## Don't miss this Kickstarter for the #mojo crowd

If you're into mobile journalism – and you probably *should* be – this kickstarter is worth backing:




To be clear, it's already at three times over its target – and will probably hit four times before its done. But its a chance to get your hands on useful device pretty early.

## Adam Tinworth

@adders

Digital journalism, blogging, publishing strategy, training, visiting lecturer @cityjournalism, mentor to #interhacktives and a good egg. FRSA, amazingly.

- Shoreham-by-Sea
- onemanandhisblog.com
- 2,396 Vine Loops
- Joined December 2006

# Influencers & The Influence of Blogging

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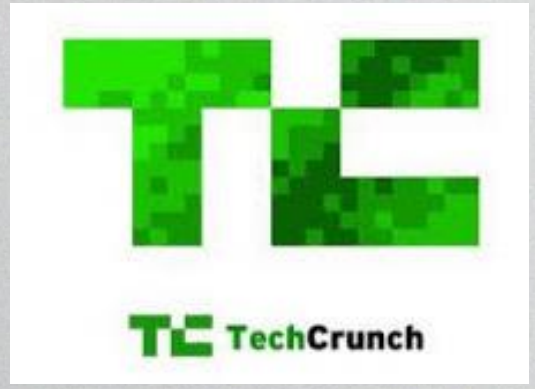
## Statistically Speaking




- Blogs are helpful for story ideas and insight into the tone of an issue
- 70% of reporters check blogs on a regular basis
- One in four journalists have their own blogs
- Over half of them said blogs were having an impact on the tone & editorial direction of news reporting

# Influencers & The Influence of Blogging

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## The Big Advantages of Mass Communication With A Blog

1) Less barriers to communicate
2) Time sensitive nature of relaying information
3) More authentic way to develop trust
4) Easy access of information for publishers

# Influencers & The Influence of Blogging

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Foreign & Commonwealth Office | Language | About | All Bloggers | Search for...

## Foreign Office Blogs

A unique insight into UK foreign policy

4th March 2016

Bangalore, India

### Li-Fi brings digital enlightenment to India

by **Sunil Kumar**
Senior Science & Innovation Adviser

3rd March 2016

WORLD WILDLIFE DAY
3 MARCH

London, England

### World Wildlife Day – the future is in our hands

by **James Duddridge**
Parliamentary Under Secretary of State at the Foreign and Commonwealth Office

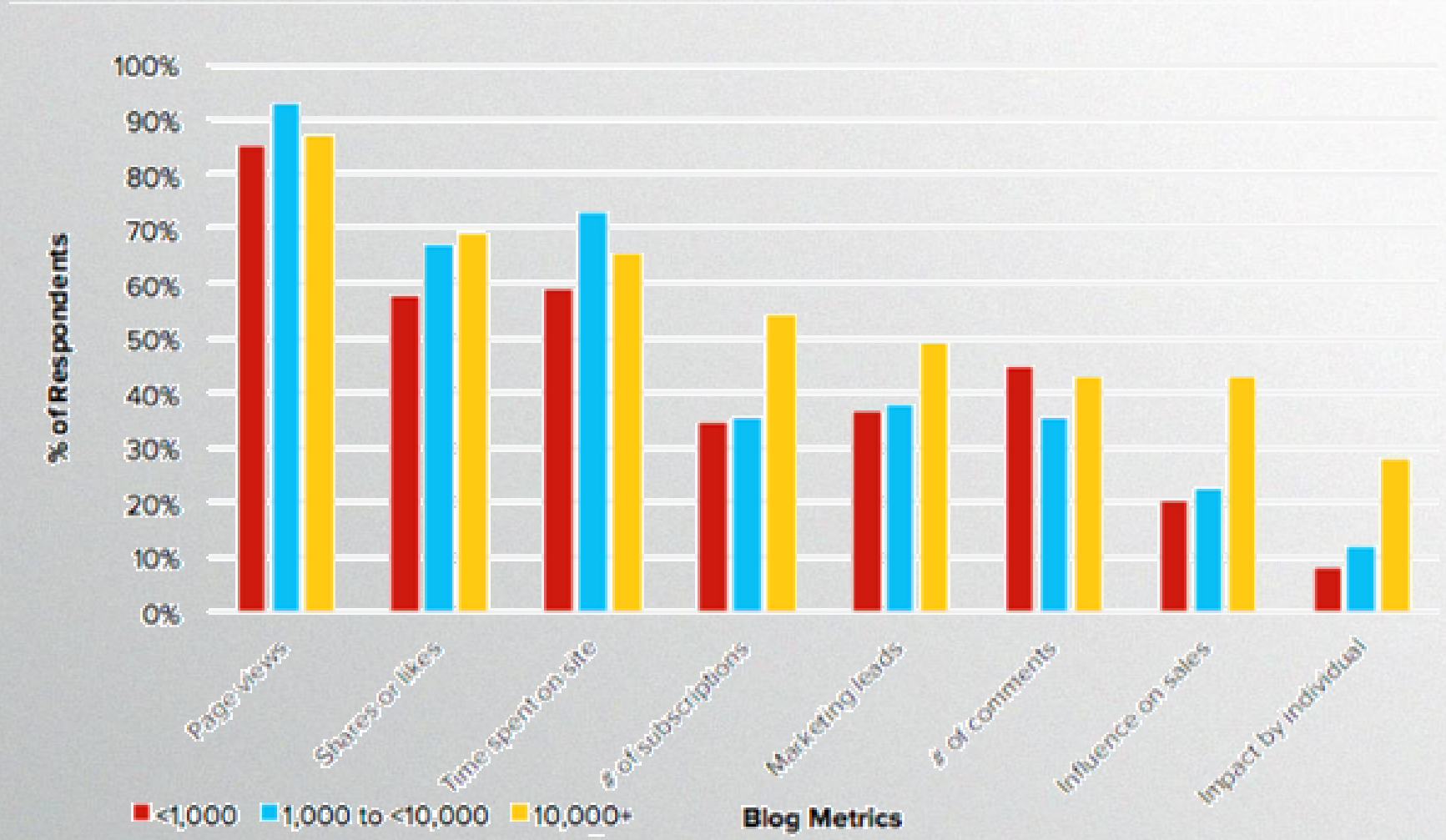
3rd March 2016

Grand Turk, Turks and Caicos

### TURKS AND CAICOS PUNCHING ABOVE ITS WEIGHT IN THE REGION

by **Peter Beckingham**
Governor in Turks and Caicos Islands

# Influencers & The Influence of Blogging



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# Technical Factors of Creating A Blog Post

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## What is your favourite online platform?

# Technical Factors of Creating A Blog Post

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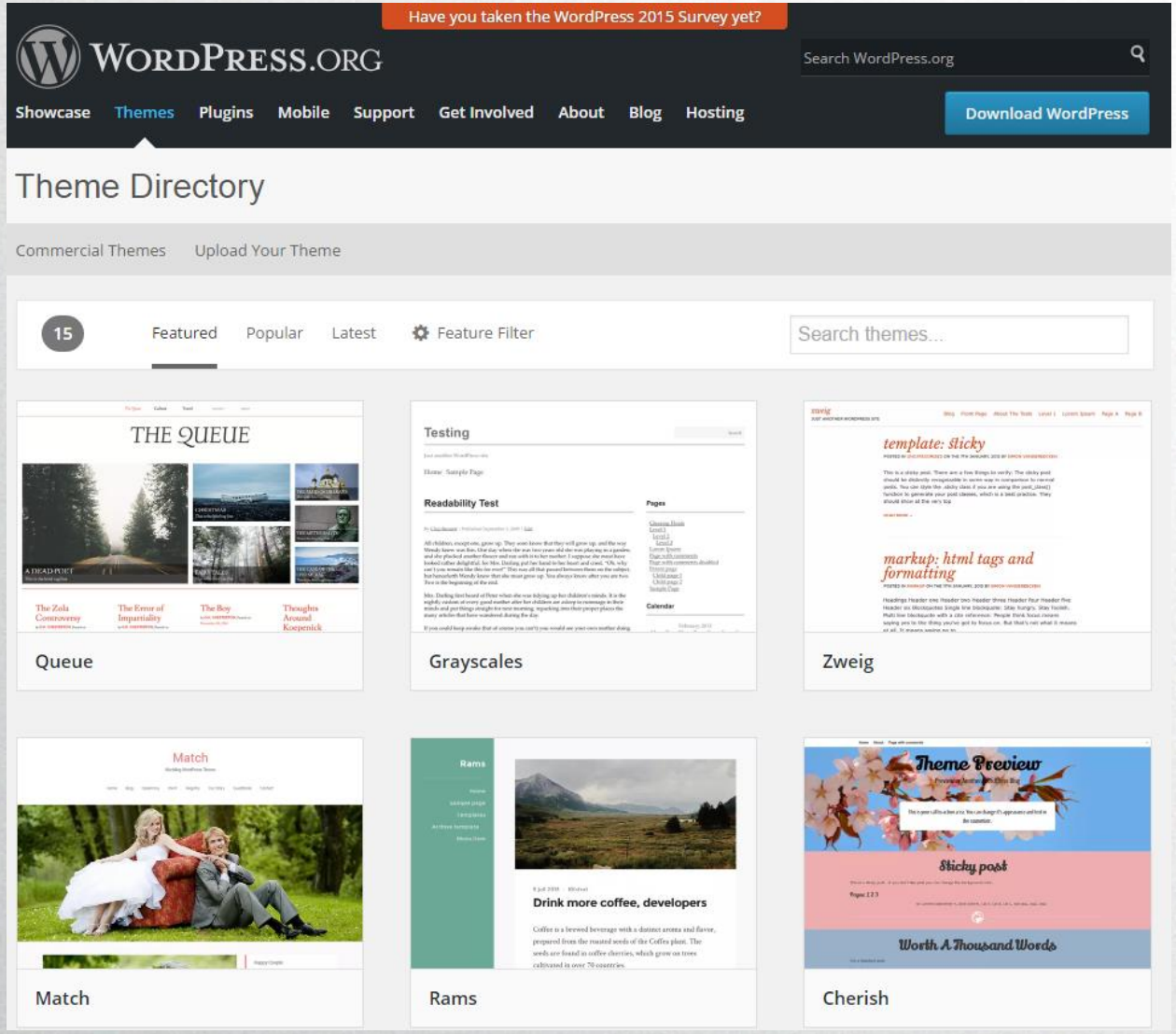

# Technical Factors of Creating A Blog Post

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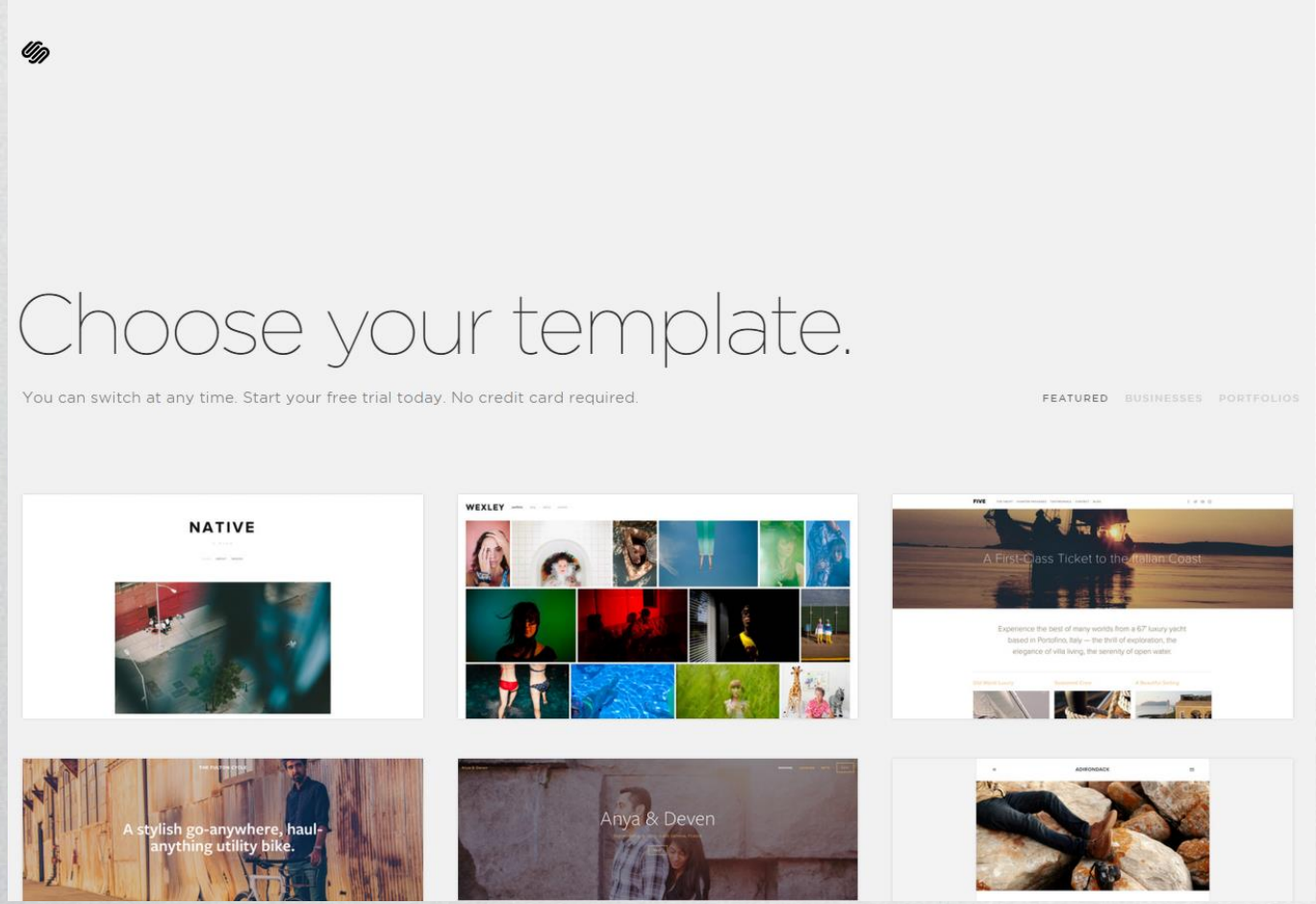
SQUARESPACE



# Technical Factors of Creating A Blog Post

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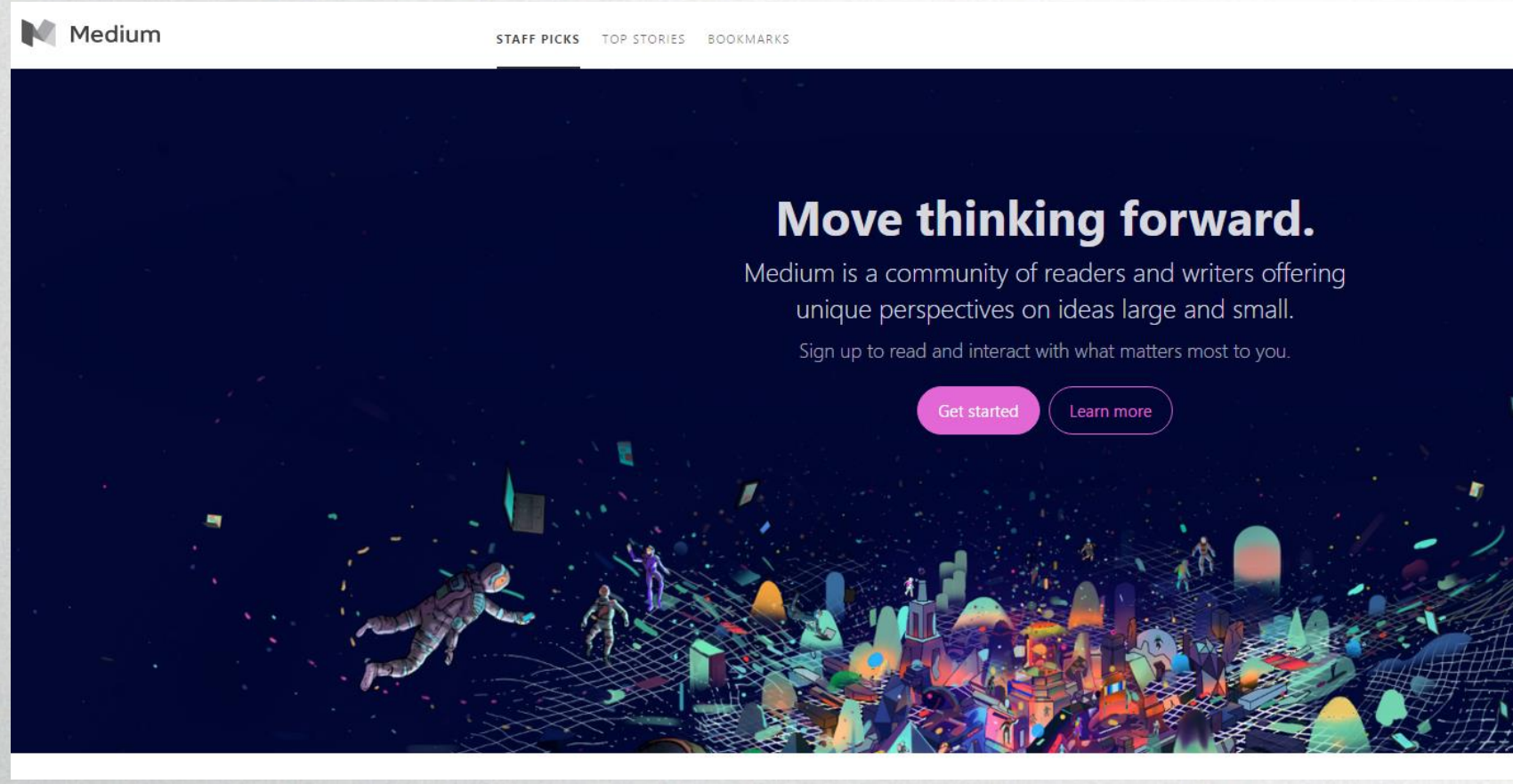
Medium
STAFF PICKS
TOP STORIES
BOOKMARKS
Move thinking forward.
Medium is a community of readers and writers offering unique perspectives on ideas large and small.
Sign up to read and interact with what matters most to you.
Get started
Learn more

# Technical Factors of Creating A Blog Post

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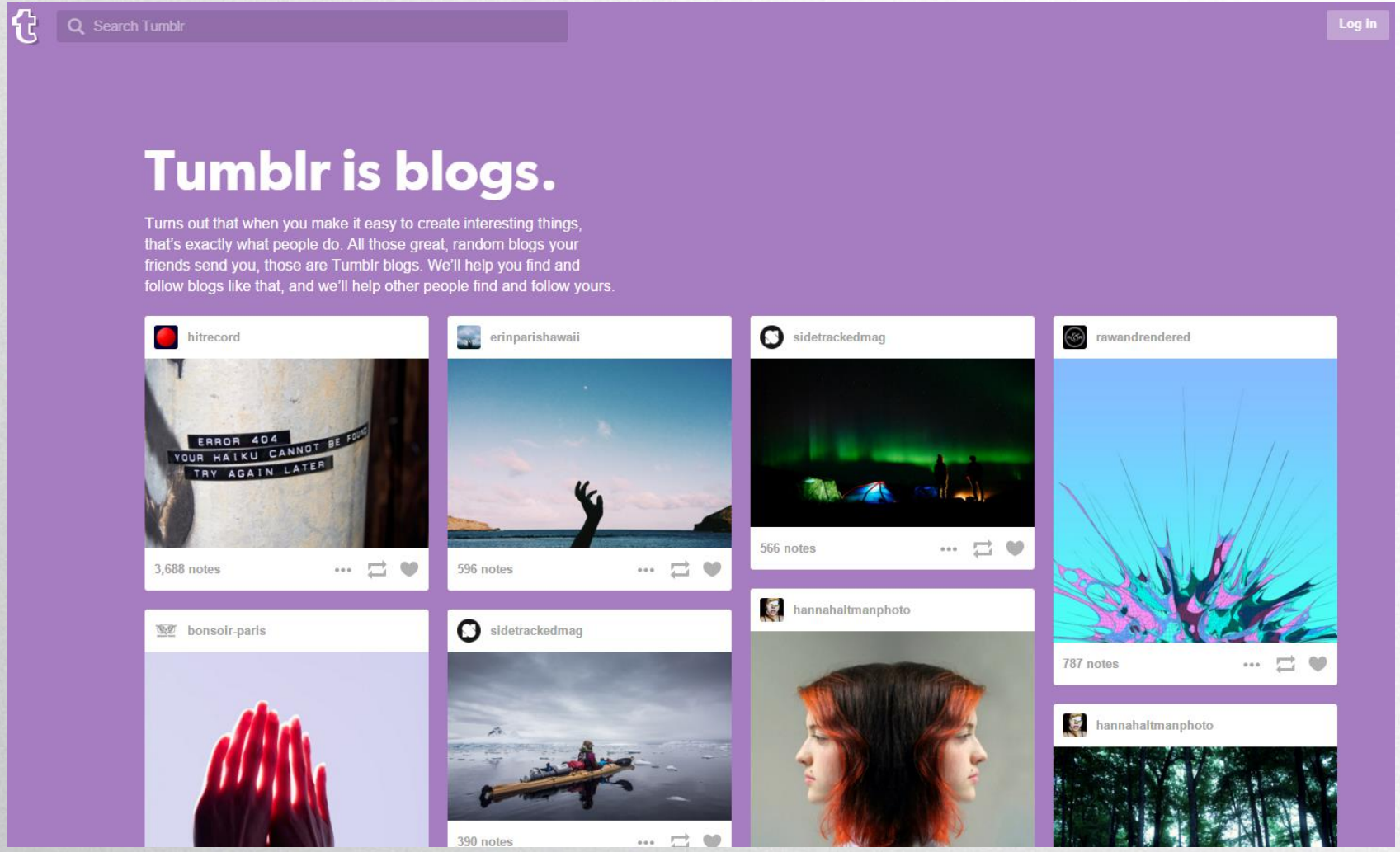
tumblr.


Search Tumblr
Log in
Tumblr is blogs.
Turns out that when you make it easy to create interesting things, that's exactly what people do. All those great, random blogs your friends send you, those are Tumblr blogs. We'll help you find and follow blogs like that, and we'll help other people find and follow yours.
hitrecord
ERROR 404
YOUR HAIKU CANNOT BE FOUND
TRY AGAIN LATER
3,688 notes
erinparishawaii
596 notes
sidetrackedmag
566 notes
rawandrendered
787 notes
bonsoir-paris
sidetrackedmag
390 notes
hannahaltmanphoto
hannahaltmanphoto

# Technical Factors of Creating A Blog Post

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## .com

Free to set up

Part of a network of blogs

Limited themes/customisability

Cannot make money from it

Support available

WordPress displays ads for you

Spam & security protection included

Self Hosting needed

Is independent and stands on its own

Unlimited themes/customisability

## .org

Use for ecommerce/blog/website

Support available

You can run your own ads

Thousands of fully functional plugins

# Technical Factors of Creating A Blog Post

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**What are the elements of creating engaging blog posts?**

Great Content

A technical understanding of posting online

Engaging with your audience

# Technical Factors of Creating A Blog Post

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Titles, Keywords & Tags

JAN 30 2016

## Weekend Reading: From Farm to Canal Street

**Valerie Inbruce. From Farm to Canal Street: Chinatown's Alternative Food Network in the Global Marketplace. Cornell University Press, 2015.**

I live in downtown Manhattan, love to wander through the open-air food markets in Chinatown, and have always wondered how the extraordinarily fresh and exotic vegetables and fruits get there. Who grows them, and where?

The answers: supply chains based on family connections (of course), in Florida, Honduras, and Guatemala.

Inbruce views the supply chains as an alternative to industrial food systems, one that provides vegetables of outstanding quality at low cost, while supporting small farmers.

Instructors of courses in food systems: this book belongs in your syllabus. It is essential reading for anyone interested in who produces food for urban areas and how it gets into cities.

◀ What does "natural" mean? One more time.

A food politics souvenir of Auckland ▶

*0 Comments*

Share |

Like 12 people like this. Sign Up to see what your friends like.

*Tags: Books, Fruits-and-vegetables*

# Technical Factors of Creating A Blog Post

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**Most content you produce receive very few shares, less than 25% really get significant traction**

<1,000 words = **3.47 shares**
1,000 -2,000 Words = **6.92 shares**
>3,000 words = **11.07 shares**

**The more words, the stronger keyword potential**

**Opportunity for deeper engagement**

# Technical Factors of Creating A Blog Post

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**Fewer is better when it comes to effective link building**

1-3 Links

**Make sure they are relevant to the post**

**This is an opportunity to drive further engagement**

# Where Is The Value?

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**Where would you like people to consume and engage with your content?**

Your blog/website

On other public forums

On Messaging Apps

Social Media Platforms

# Blog Review

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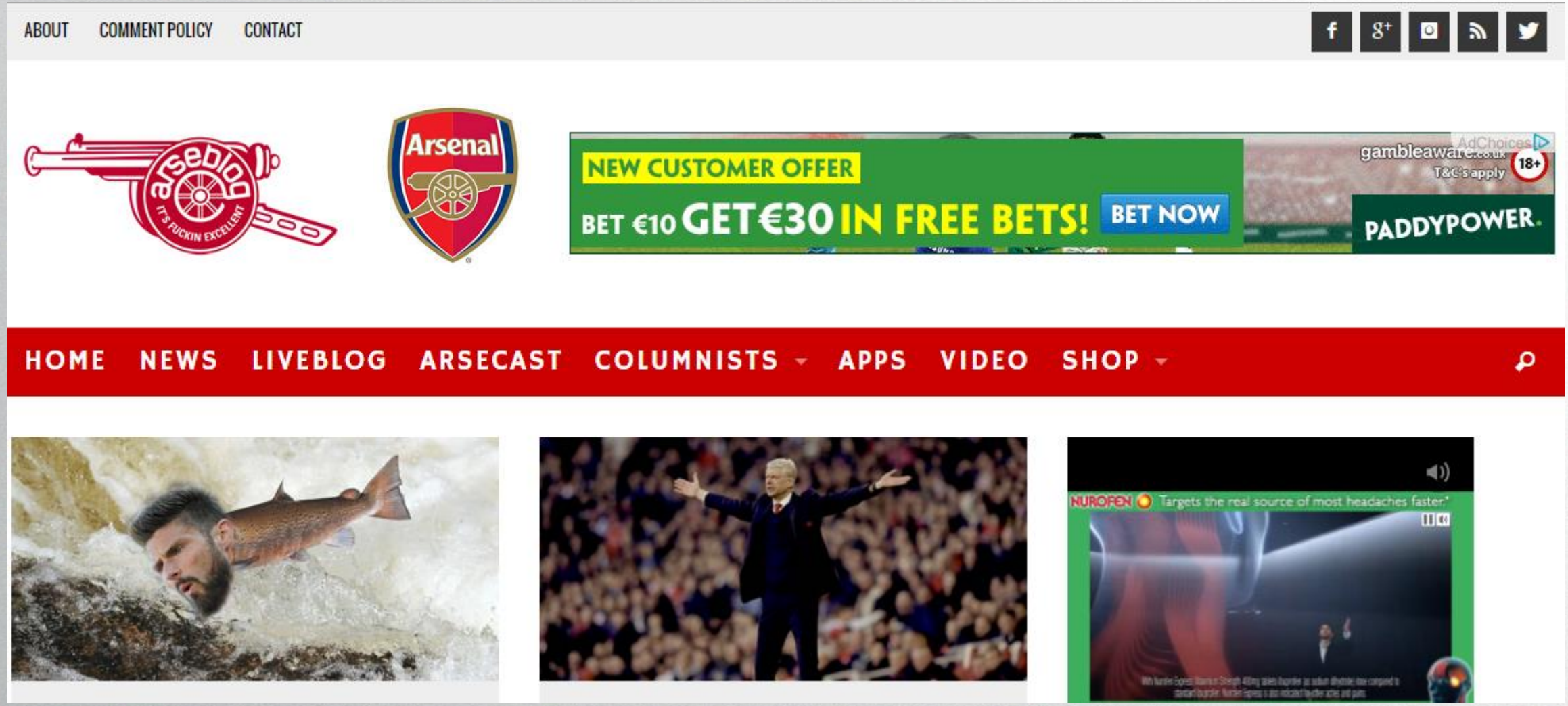

# Summary

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- ✓ Evolution of Blogging
- ✓ Influencers & The Influence of Blogging
- ✓ Technical Factors of Creating A Blog Post

Congratulations you have just laid the foundations

- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!

# Next Lesson

- The next session is **"Content Planning & Content Curation"**
  - Developing a Sustainable Content Strategy
  - Content Curation and How it can Help
  - 70/20/10 Content Development Pie
  - Summary

- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **Lifetime Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours

Go to www.shawacademy.com and then the Top Right Corner – **Members Area**

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# COURSE TOOL KIT

INCLUDED:

- Exclusive Starter Pack
- Webinar Slides for every lesson
- Summary Notes for every lesson
- Bonus Videos

**ONLY**

**€19**

Enhance your learning experience!

# Q&A

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Next Lesson is

## Content Planning & Curation

- You will learn How to Plan Your Content, What Type of Content You Should Be Creating & How to Become an Authority in Your Field

- You will know how to inject new life into your Blog and how you can develop a strong sense of style for it

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davidhoward@shawacademy.com

See local numbers on website